

**U.S. DEPARTMENT OF STATE  
U.S. EMBASSY BUDAPEST, PUBLIC DIPLOMACY SECTION  
Notice of Funding Opportunity**

<b>Funding Opportunity Title:</b>	<b>U.S. Embassy Budapest, PDS – FY23 Annual Program Statement (APS)</b>
<b>Funding Opportunity Number:</b>	<b>PDS-BUD-FY23-APS001</b>
<b>Deadline for Applications:</b>	<b><i>Various, see Section D.3 Submission Dates and Times</i></b>
<b>CFDA Number:</b>	<b>19.040 – Public Diplomacy Programs</b>
<b>Total Amount Available:</b>	<b>To be determined, subject to availability of funds</b>
<b>Maximum for Each Award:</b>	<b>\$25,000</b>

#### **A. PROGRAM DESCRIPTION**

The U.S. Embassy Budapest Public Diplomacy Section (PDS Budapest) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

**Purpose of Small Grants:** PDS Budapest invites proposals for programs that **strengthen cultural ties between the U.S. and Hungary** through cultural and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include an American cultural element, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives.

Examples of PDS Small Grants Program programs include, but are not limited to:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Cultural heritage conservation and preservation programs;
- Professional and academic exchanges and programs;

#### **Priority Program Areas:**

- a. Supporting Hungary's Transatlantic commitment by addressing transnational threats, including disinformation and cyber security, and promoting unity among NATO allies and prospective members with regards to NATO expansion and a united response to Russian war on Ukraine
- b. Supporting advanced, resilient Transatlantic economy by promoting trade and investment partnerships, common U.S. and Hungarian economic, environment, health and technology priorities, and energy security
- c. Empowering female entrepreneurs
- d. Promoting rule of law and democratic governance by supporting the legal and institutional changes strengthening the rule of law and combating corruption in economy and government

- e. Strengthening independent media and journalism and helping to foster critical thinking

**Participants and Audiences:**

We seek proposals for geographically and demographically diverse audiences within Hungary.

As noted above, all projects must include an American component in order to be eligible for funding. An American component can mean any of the following:

- An American citizen who is an expert, speaker, artist, athlete, or other visitor to Hungary who will lead or present some key component of the project. In rare cases, the project could involve an extraordinarily highly accomplished person who is not an American citizen, but who has strong ties to an American institution of major importance.
- The use of an American cultural product as a major touchstone for key elements of the program. Cultural products could include books, music, curricula, films, dance, other art forms, or technology created entirely or primarily by American artists and innovators and clearly associated with American culture.
- Engaging audiences in learning about or practicing a major American topic, such as U.S. policy, U.S. history, American values (such as civil rights, freedom of expression, or shared society), or American social models (such as democracy or the rule of law) as a significant focus of the program.

**The following types of programs are not eligible for funding:**

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs
- Scientific research;
- Programs intended primarily for the growth of an individual;
- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs.

**Authorizing legislation, type and year of funding:**

Funding authority rests in the Smith-Mundt Act or in certain cases the Fulbright-Hays Act. Depending on project start date the source of funding is FY2023 or FY2024 Public Diplomacy Funding.

**B. FEDERAL AWARD INFORMATION**

<b>Length of performance period:</b>	Three (3) to twelve (12) months, typically
<b>Number of awards anticipated:</b>	Dependent on final budget and requested grant amounts

<b>Award amounts:</b>	Awards may range from a minimum of \$2,500 to a maximum of \$25,000, however selected grant proposals typically range from \$5,000 - \$10,000
<b>Total available funding:</b>	To be determined
<b>Type of Funding:</b>	Fiscal Year 2023 or Fiscal Year 2024 Public Diplomacy Funding, depending on the start date of a selected proposal
<b>Anticipated program start date:</b>	No later than September 30, 2023 in case of FY2023 Public Diplomacy Funding and between October 1, 2023 and September 30, 2024 in case of Fiscal Year 2024 Public Diplomacy Funding

**This notice is subject to availability of funding.**

**Funding Instrument Type:** Grant, Fixed Amount Award, or Cooperative agreement. Cooperative agreements are different from grants in that PAS staff are more actively involved in the grant implementation. Examples of the substantial involvement by PDS Budapest staff including, but not limited to the development of the grant program, final approval of grant activities, and participation in selection panels for program participants.

**Program Performance Period:** Proposed programs should be completed in twelve (12) or less.

PDS Budapest will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

## **C. ELIGIBILITY INFORMATION**

### **C.1. Eligible Applicants**

PDS Budapest encourages applications from U.S. and Hungarian:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Individuals
- Non-profit or governmental educational institutions
- Governmental institutions

For-profit or commercial entities are **not** eligible to apply.

### **C.2. Cost Sharing or Matching**

Cost sharing is not required.

### **C.3. Other Eligibility Requirements**

**C.3.1.** Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

**C.3.2.** In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via [www.SAM.gov](http://www.SAM.gov) as well as a valid registration on [www.SAM.gov](http://www.SAM.gov). Please see Section D.2 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

## **D. APPLICATION AND SUBMISSION INFORMATION**

### **D.1. Content and Form of Application Submission**

Please follow all instructions below carefully.

Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be **ineligible**.

**Applicants must submit all application materials directly to the following email:**  
[BudapestGrants@state.gov](mailto:BudapestGrants@state.gov)

**In the subject of their email applicants must include the Funding Opportunity Number and the name of the applying organization/individual (PDS-BUD-FY23-APS001; .....name of organization/individual...)**

After submission, applicants will receive an email confirming their application has been received.

#### **The following attachments are required:**

- 1. Summary page in PDF format with required basic data and clearly indicating the organization's UEI number and the expiry date of their SAM.gov registration**  
(Individuals are not required to have UEI number and registration in SAM.gov)
- 2. A completed proposal in PDF format**
- 3. Budget in EXCEL format**
- 4. Budget justification narrative in PDF format or Microsoft WORD document.**  
**Please use a separate document to describe each of the budget expenses in detail.**  
**You can find guidance on budget narrative in the budget template.**

Proposal and budget templates are available on [www.grants.gov](http://www.grants.gov) or at U.S. Embassy Budapest website.

#### **Please ensure:**

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English

- All budgets are in U.S. dollars
- All pages are numbered

**1. Summary Coversheet:** Cover sheet stating the applicant name and organization, organization UEI number and the expiry date of their SAM.gov registration (individuals are not required to have UEI number or register in SAM.gov), proposal date, program title, program period proposed start and end date, and brief purpose of the program.

**2. Proposal (based on proposal template, 6 pages maximum):** The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and Hungary will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

**3. Proposed Budget:** For further information please see below H. Other Information for Guidelines for Budget Justification

**4. Budget Justification Narrative:** After completing the budget template (budget template is available at the U.S. Embassy Budapest website), use a separate document to describe each of the budget expenses in detail.

## **5. Attachments:**

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner (if applicable)
- Official permission letters, if required for program activities (if applicable)

### **Please note:**

Other items NOT required/requested for submission, but which may be requested if your application is approved for funding, include:

- a. Copies of an organization or program audit within the last two years
- b. Copies of relevant human resources, financial, or procurement policies
- c. Copies of other relevant organizational policies or documentation that would help the Department determine your organization's capacity to manage a federal grant award overseas.

PDS Budapest reserves the right to request any additional programmatic and/or financial information regarding the proposal.

**After the review and selection process, only selected applicants will be asked for the following mandatory application forms:**

### **Application forms for organizations:**

- **SF-424** (Application for Federal Assistance – organizations)
- **SF-424A** (Budget Information for No-Construction programs)

### **Application forms for individuals:**

- **SF-424-I** (Application for Federal Assistance – individuals)
- **SF-424A** (Budget Information for No-Construction programs)
- **SF-424B** (Assurances for Non-Construction Programs – individuals)

These forms can be found at <https://www.grants.gov/web/grants/forms.html>. You may also request an application package by emailing [BudapestGrants@state.gov](mailto:BudapestGrants@state.gov).

## **D.2. Unique Entity Identifier and System for Award Management (SAM.gov)**

### **Required Registration:**

All organizations, whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration with the SAM.gov. A UEI is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards.

***Note: As of April 2022, a DUNS number is no longer required for federal assistance applications.***

The 2 CFR 200 requires that sub-grantees obtain a UEI number. Please note the UEI for sub-grantees is not required at the time of application but will be required before an award is processed and/or directed to a sub-grantee.

***Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.***

- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS), and a UEI number prior to registering in SAM.gov.
- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS but do need a UEI number prior to registering in SAM.gov.
- **Please note that as of November 2022 and February 2023 respectively, organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO Commercial and Government Entity (NCAGE) code or CAGE code to apply for non-DoD foreign assistance funding opportunities.** If an applicant organization is mid-registration and wishes to remove a CAGE or NCAGE code from their SAM.gov registration, the applicant should submit a help desk ticket ("incident") with the Federal Service Desk (FSD) online at [www.fsd.gov](https://www.fsd.gov) using the following language: "I do not intend to seek financial assistance from the Department of Defense. I do not wish to obtain a CAGE or NCAGE code. I understand that I will need to submit my registration after this incident is resolved in order to have my registration activated."

**Organizations based outside of the United States and that DO NOT plan to do business with the DoD should follow the below instructions:**

Step 1: Proceed to SAM.gov to obtain a UEI and complete the SAM.gov registration process. SAM.gov registration must be renewed annually.

**Organizations based outside of the United States and that DO plan to do business with the DoD in addition to Department of State should follow the below instructions:**

Step 1: Apply for an NCAGE code by following the instructions on the NSPA NATO website linked below:

NCAGE Homepage:

<https://eportal.nspa.nato.int/AC135Public/sc/CageList.aspx>

NCAGE Code Request Tool (NCRT):

If you need further assistance in connection with registration in SAM.gov, you may contact the Federal Service Desk at [https://www.fsd.gov/gsafsd\\_sp](https://www.fsd.gov/gsafsd_sp)

## Exemptions

An exemption from the UEI and sam.gov registration requirements may be permitted on a case-by-case basis if:

- An applicant's identity must be protected due to potential endangerment of their mission, their organization's status, their employees, or individuals being served by the applicant.
- For an applicant, if the Federal awarding agency makes a determination that there are exigent circumstances that prohibit the applicant from receiving a unique entity identifier and completing SAM registration prior to receiving a Federal award. In these instances, Federal awarding agencies must require the recipient to obtain a unique entity identifier and complete SAM registration within 30 days of the Federal award date.

Organizations requesting exemption from UEI or SAM.gov requirements must email the point of contact listed in G. Federal Awarding Agency Contacts at least two weeks prior to the deadline in the APS providing a justification of their request. Approval for a SAM.gov exemption must come from the warranted Grants Officer before the application can be deemed eligible for review.

### D.3. Submission Dates and Times

Proposals will be considered in four separate cycles of funding. PDS Budapest will accept proposals throughout the year and will review proposals according to the following schedule. Please note that while the deadlines for submission of proposals are firm, all of the review and response dates are approximate and are subject to change, based on availability of funds. All funding decisions are also subject to availability of funds at all times.

The deadlines to submit proposals are:

- **March 31, 2023 (11:59 p.m. CET)**
- **May 31, 2023 (11:59 p.m. CET)**
- **July 31, 2023 (11:59 p.m. CET)**
- **September 30, 2023 (11:59 CET)** - please note that applications received between July 31, 2023 and September 30, 2023 will be considered for funding in Fiscal Year 2024, subject to availability of funds (Fiscal Year 2024 starts on October 1, 2023)

**No applications will be accepted after September 30, 2023 (11:59 CET) for this APS.**

All applicants are typically contacted 4-6 weeks after the submission deadline for each funding cycle and informed whether or not their proposal was selected.

Generally, PDS Budapest recommends that applicants submit proposals 3-6 months in advance of the intended project start date.



#### **D.4. Funding Restrictions**

**The following types of funding requests are typically not supported:**

- Fees and travel costs to attend conferences, trainings etc. in the United States
- Ongoing salary costs
- Office equipment
- Paying to complete activities begun with other funds
- Food/refreshments (exception: expenses for coffee breaks and working lunches which are essential to the realization of the program might be funded)

**Costs of alcoholic beverages are unallowable.**

Award funds cannot be used for construction projects, vehicle purchases, real estate purchases or other similar purposes or for costs which are determined as unallowable in [2 CFR 200](#).

#### **D.5. Other Submission Requirements**

All application materials must be submitted by email to [BudapestGrants@state.gov](mailto:BudapestGrants@state.gov)

### **E. APPLICATION REVIEW INFORMATION**

#### **E.1. Criteria**

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of an application.

**Embassy priorities (20 points):** Applicant has clearly described how stated goals are related to and support U.S. Embassy Budapest's priority areas or target audiences.

**Organizational capacity and record on previous grants (10 points):** Applicant has expertise in its stated field and PDS Budapest is confident of its ability to undertake the program. This includes a financial management system and a bank account.

**Quality and Feasibility of the Program Idea (15 points):** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

**Goals and objectives (15 points):** Goals and objectives are clearly stated, and program approach is likely to provide maximum impact in achieving the proposed results.

**Budget (15 points):** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

**Monitoring and evaluation plan (10 points):** Applicant demonstrates it is able to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

**Media and visibility plan (5 points):** Applicant describes a clear plan for how the program will be shared with secondary audiences through traditional and/or social media. Applicant describes clearly how the partnership with the U.S. Government will be made visible to the participants and to secondary audience. Applicant describes the outreach tools to be used and demonstrates capacity to implement visibility through traditional and/or social media.

**Sustainability (10 points):** Program activities will continue to have positive impact after the end of the program.

## **E.2. Review and Selection Process**

Grants Review Committee will evaluate all eligible proposals.

## **F. FEDERAL AWARD ADMINISTRATION INFORMATION**

### **F.1. Federal Award Notices**

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this APS does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

If a proposal is selected, PDS Budapest reserves the right to reduce, revise, and/or increase the proposal budget in accordance with the needs of the program and availability of funds.

**Payment Method:** Payments will be made in at least two installments, as needed to carry out the program activities. Payment schedules will be determined by the Grants Office and specified in the award document, according to program milestones and as needed to carry out the project activities.

Applicants whose application will not be funded will also be notified via email.

## **F.2. Administrative and National Policy Requirements**

**Terms and Conditions:** Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

## **F.3. Reporting**

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

## **G. FEDERAL AWARDING AGENCY CONTACTS**

If you have any questions about the grant application process, please contact PDS Budapest at: [BudapestGrants@state.gov](mailto:BudapestGrants@state.gov)

**Note:** We do not provide any pre-consultation for application-related questions that are addressed in the APS. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.

## **H. OTHER INFORMATION**

### **Guidelines for Budget Justification**

**Personnel:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

**Travel:** Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.

**Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

**Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

**Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

**Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

**Indirect Costs:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

**“Cost Sharing”** refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

**Alcoholic Beverages:** Please note that award funds cannot be used for alcoholic beverages.